

ORDER



Orders
Order / Rev: 701793
Alt Order #: 06248321
Product Desc: WEINSTEIN FOR SENATE
Estimate:
Flight Dates: 08/06/12 - 08/13/12
Original Date / Rev: 07/24/12 / 08/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Media Ad Ventures/ POL
Buying Contact:
Billing Contact:
 8136 Old Keene Mill Road Ste A-300
 Springfield, VA 22152

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Weinstein, M/ R/ State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	43	\$4,965.00	\$4,220.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	43	\$4,965.00	\$4,220.25	0.00
Totals	43	\$4,965.00	\$4,220.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	5%	\$4,965.00
Market	100%	\$99,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$6,951.00
WCWJ	0%	\$0.00
WJXT	38%	\$37,734.00
WTEV	18%	\$17,874.00
WTLV	32%	\$31,776.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/06/12	08/10/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	5	\$55.00	P-3	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWTF--			5		\$55.00		0.00				
2	WJXX	08/13/12	08/13/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-----	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	M-----			1		\$55.00		0.00				
3	WJXX	08/06/12	08/10/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWTF--			5		\$80.00		0.00				

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Estimate: WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	08/13/12	08/13/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$80.00		0.00				
5	WJXX	08/06/12	08/10/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	5	\$90.00	P-3	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		5			\$90.00		0.00				
6	WJXX	08/13/12	08/13/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$90.00		0.00				
7	WJXX	08/06/12	08/10/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		5			\$110.00		0.00				
8	WJXX	08/13/12	08/13/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$110.00		0.00				
9	WJXX	08/11/12	08/11/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News We	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S-		1			\$175.00		0.00				
10	WJXX	08/12/12	08/12/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1			\$150.00		0.00				
11	WJXX	08/06/12	08/10/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		1			\$325.00		0.00				
12	WJXX	08/13/12	08/13/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$325.00		0.00				
E 13	WJXX	08/06/12	08/12/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	7	\$150.00	P-3	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTFSS		7			\$150.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WJXX	08/06/12-08/12/12	FCN News at 11pm		M-Su 11p-11:35p	MTWThFSaSu	:30		(\$150.00)		0.00	NM		
	Credited [cr]														
14	WJXX	08/06/12	08/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	5	\$155.00	P-1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		5			\$155.00		0.00				
15	WJXX	08/13/12	08/13/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$155.00	P-1	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$155.00		0.00				
16	WJXX	08/06/12	08/10/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	1	\$0.00	P-3	0.00	NM	1	\$0.00
	NTE ADD OF LUR MG PACKAGE LUR VALUE 90														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		1			\$0.00		0.00				
17	WJXX	08/12/12	08/12/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$0.00	P-3	0.00	NM	1	\$0.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NTE ADD OF LUR MG PACKAGE LUR VALUE 40														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S		1		\$0.00		0.00				
N 18	WJXX	08/13/12	08/13/12	FCN News at 11pm	CM	M-Su 11p-11:35p M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				M-Su 11-11:35p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/13/12		08/13/12	08/19/12	M-----		1		\$150.00		0.00				
												Totals	43	\$4,965.00